

Girl Scouts Get Their Day... ...and an update...on June 9

March 12th marked the 100th anniversary of the Girl Scouts, and the U.S. Postal Service is issuing its “Celebrate Scouting” Forever stamp on June 9.

The stamp features a large silhouette of a Girl Scout with binoculars looking into the distance. The scene within the silhouette shows another Girl Scout on a hike.

Since the birth of the Girl Scout movement in 1912, millions of youths have learned to find lifelong skills and confidence acquired through scouting. Some of the first scouting experiences provided opportunities to hike, camp, study first aid and learn to tell time by the stars.

While Girl Scouts still enjoy those activities, today they benefit from the latest advances in science and technology, with, for example, opportunities to study ecology and discover new ways to protect the planet.

Exemplifying the difference between yesterday’s scouting movement and today’s, instead of being issued on March 12—the anniversary date—the stamp is being issued as part of the Girl Scouts’ “Rock the Mall” celebration at the National Mall in Washington, D.C.

“Rock the Mall” is an event that is very different from the hiking activities on the stamp and the other traditional programs offered by the Girl Scouts. It is expected to draw 200,000 Girl Scouts and adults to the Mall area to join in what is intended to be the world’s largest sing along. Other events and activities mentioned at the Girl Scout website include a breakfast, a Girl Scout flash mob, an exchange of pins—and plenty of music with performers leading the sing alongs, Girl Scout emcees and YouTube contest winning singers.

Also in keeping with modern pop culture, one month before the event, on May 9, Madame Tussauds Wax Museum in Washington, D.C., unveiled in its Presidents Gallery a lifelike wax figure of Juliette Gordon Low, founder of the Girl Scouts.

Celebrate Scouting is the companion stamp to the 2010 Scouting stamp that pictures a Boy Scout and was issued in



Changing times for Girl Scouts are reflected in the design of the 1948 stamp honoring the Girl Scouts and picturing Juliette Gordon Low, Scott 974, a new-look Girl Scout on the 2012 stamp, and an image from the Girl Scout web site showing Washington D.C. youngsters posing in front of the new Wax Museum likeness of Juliette Gordon Low (statue, far right) that was unveiled at Madame Tussauds Wax Museum—just in time for 200,000 Girl Scouts and adults to descend on Washington for a “Rock the Mall” event that is very different from Scouting activities of the past and in keeping with the interests of today’s Girl Scouts.



2010, the 100th anniversary of the Scouting movement in America. The artwork for both stamps was created by Craig Frazier of Mill Valley, Calif., under the art direction of Derry Noyes of Washington, D.C.

A total of 40 million 2012 Celebrate Scouting stamps are being issued as Forever stamps in one design in a pressure-sensitive adhesive (PSA) pane of 20 stamps. Forever stamps are always equal in value to the current First-Class Mail one-ounce rate.

The stamps were printed by the Banknote Corporation of America division of Sennett Security Products using an offset process with “USPS” microprinting as added security against counterfeiting, which is easier to accomplish with offset printings. Plate blocks consist of the letter “S” to identify Sennett Security as the primary contractor, followed by six single digits, one for each print color: yellow, gold, green, red, blue and black.

